



**PLANNING & ZONING REPORT**  
**Zoning Board of Appeals Meeting of October 20, 2020**  
**Laid over from September meeting**

**File # 020-20**

**APPLICANT:** Kamal Abedrabbo

**LOCATION:** 5643 East State Street

**REQUESTED ACTION:** A Special Use Permit for an auto dealership in a C-2, Limited Commercial Zoning District.

**EXISTING USE:** Vacant retail, two hair salons and a photography studio

**PROPOSED USE:** Auto dealership, two hair salons and a photography studio

**DIMENSIONS:** See attached Exhibit D.

**ADJACENT ZONING AND LAND USES:**

NORTH:	C-2;	Medical offices, Walgreens
EAST:	C-3;	JD Byrider Auto sales
SOUTH:	C-2, R-3;	Office buildings
WEST:	C-2;	Lino's Jon's Auto Service

**YEAR 2020 PLAN:** C Retail

**SOILS REPORT:** Soils report #: No soils report on file.

**HISTORY:** **File #072-05:** A Special Use Permit for a Planned-Mixed Use Development consisting of a car rental business and various commercial office, retail and service uses in a C-2, Commercial Community Zoning District was approved on October 11, 2005 for the subject property. This was Enterprise who is no longer at this site. The moved to Alpine Road.

There is no relevant history in the immediate area.

**REVIEW COMMENTS:** The Applicant is requesting a Special Use Permit for an auto dealership in a C-2, Limited Commercial Zoning District. Exhibit A shows that the subject property is located on the south side of East State Street. This is one tenant of several tenant spaces within the building.

The Applicant is going to be leasing the tenant space that Enterprise Rental Car occupied within the building over two years ago. The Applicant would like to establish an auto dealership at this site. Since this is a different type of vehicle related use, a new request for a Special Use Permit would be needed. In the C-2 District, outdoor vehicle sales would require approval of a Special Use Permit.

Exhibit D is the site plan submitted by the Applicant. The site plan is not to scale. The overall area of the site is not shown on the submitted site plan. Staff is unsure if walk way is enough for vehicles to drive through the parking lot and be able to park onsite. Additionally, staff is not sure which way is north or directly where is the tenant located in reference to this area. The exhibit shows customer parking but staff is unsure if it would meet the required parking without knowing the square footage for display area. The required parking for vehicle display area is one vehicle per 1,000 square feet. No green areas or landscaping are identified on the site plan.

Exhibit E is the Applicant's business plan. The business plan indicates that the Applicant will be the business owner and currently operates Twins Auto Sales at 3423 South Alpine Road. The Applicant plans to focus on luxury and sports vehicles. The Applicant has many years of experience in selling and servicing vehicles. The Applicant would like to be located on a main roadway where it is visible.

Exhibit F is the service calls for two (2) years. The service calls are from September 3, 2018 to September 3, 2020. There were a total of 13 calls. The reported offenses ranged from Check for well-being to Alarm.

Staff supports redevelopment of existing commercial sites; however a used car dealership is an intense use and staff needs to have a better idea on how the site will be laid out. The building has additional tenant spaces that need required parking spaces for their customers and employees. The site plan provided is not detailed nor is it clear on the business plan how the business will operate. The only indication made is that the vehicles will be luxury and sports car. There are so many unanswered questions such as the average age of the vehicles for sale; the type of financing provided for customers and how many people would be employed. In addition, the Applicant's location at 3423 South Alpine Road has pending violations per conditions that have not been met including paving and installation of landscaping that have yet to be completed. For these reasons, Staff does not support this request.

**RECOMMENDATION:** Staff recommends **Denial** of a Special Use Permit for used car dealership in a C-3, General Commercial Zoning District

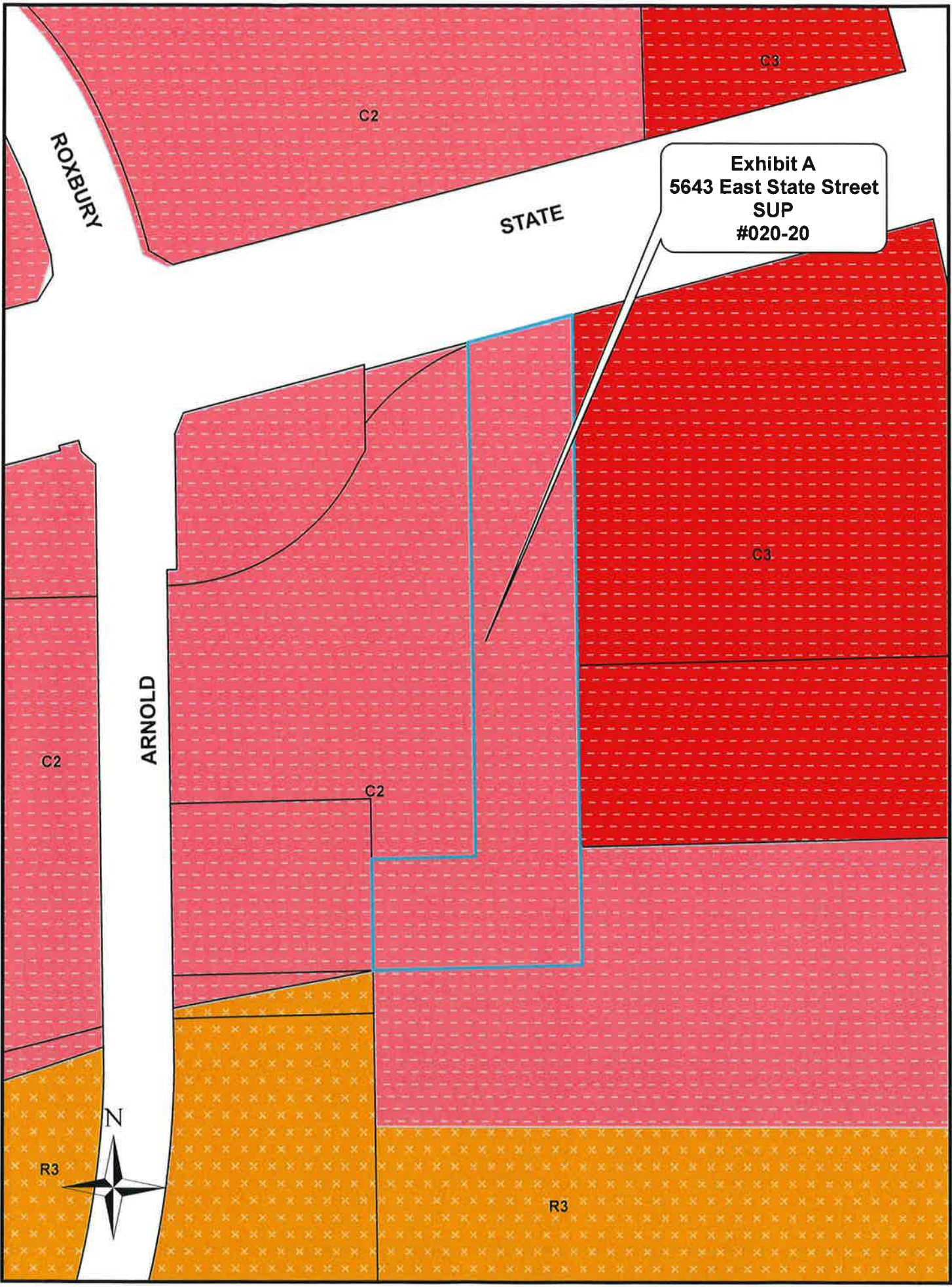
SC: BM 9/08/20

**FINDINGS OF FACT FOR DENIAL OF A SPECIAL USE PERMIT**  
**FOR A USED CAR DEALERSHIP**  
**IN A C-2, LIMITED COMMERCIAL ZONING DISTRICT**  
**LOCATED AT 5643 EAST STATE STREET**

**Denial** of this Special Use Permit is based upon the following findings:

1. The establishment, maintenance, or operation of the Special Use Permit will be detrimental to or endanger the public health, safety, morals, comfort, or general welfare of the community.
2. The Special Use Permit will be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, and will substantially diminish or impair property values within the neighborhood.
3. The establishment of the special use will impede the normal or orderly development and improvement of the surrounding property for uses permitted in the district.
4. Adequate utilities, access roads, drainage, and/or necessary facilities have not been provided.
5. Adequate measures have not been taken to provide ingress or egress so designed as to minimize traffic congestion in the public streets.
6. The special use shall does not conform to the applicable regulations of the C-2 District in which it is located.





ROXBURY

STATE

ARNOLD

Exhibit A  
5643 East State Street  
SUP  
#020-20



R3

R3

C2

C3

C2

C2

C3



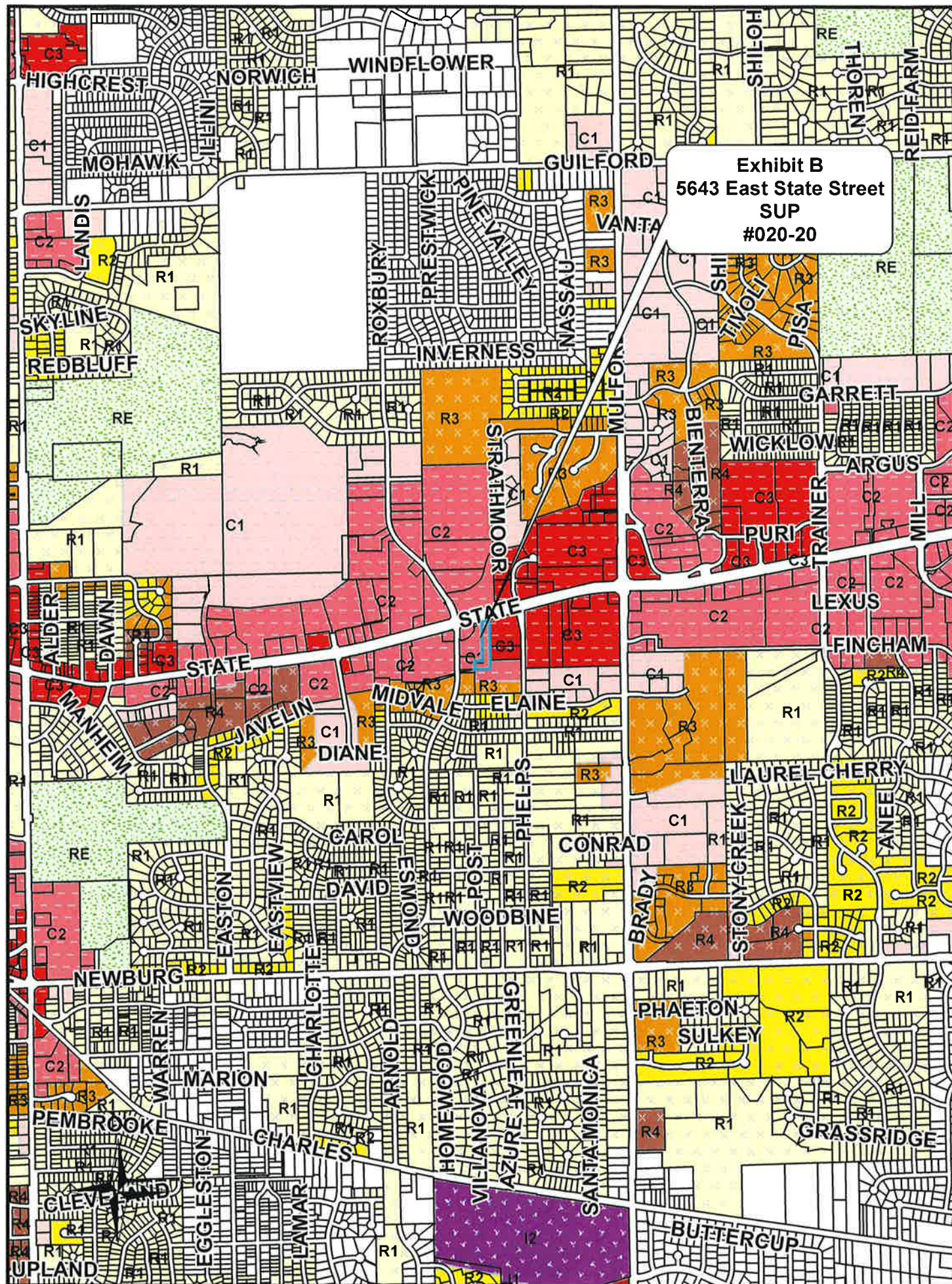






Exhibit C  
5643 East State Street  
SUP  
#020-20



107 ft

9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18

Walk Way 98 ft X 18

9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18

Walk Way 89 ft X 18

9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18

18 X

113

Walk way

9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18

Walk Way 107 ft X 18

9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18 9 X18

113

Walk Way 107 ft X 18

Customer 9X18 Customer 9X18 Customer 9X18 Customer 9X18 Customer 9X18 Customer 9X18 Customer handicap Customer handicap

Exhibit D  
5643 East State Street  
SUP  
#020-20

Dealer Show Room 2940 Sq ft

# **TWINS AUTO SALES INC DbA: GOLDEN GALLERY**

## **BUSINESS PLAN AUGUST 2020**

Exhibit E  
5643 East State Street  
SUP  
#020-20

### **I. EXECUTIVE SUMMARY**

Golden Gallery, (hereinafter "Business") is intended to be an extension of an existing automobile dealership located at 5643 East State Street, Rockford, Illinois 61108, and will be a Auto Dealership that will focus on the luxury car buyer.

**Business Description.** The Business is to be a branch under Twins Auto Sales Inc, an existing business incorporated in the State of Illinois.

Mr. Abedrabbo is the owner of Twins Auto Sales Inc, a successful automobile dealership located at 3423 S Alpine Rd in Rockford Illinois. This new dealership location allows him to segment his auto sales between customer profiles, those looking for mid-range and economical automobiles compared to those looking for a more luxury automobile experience. This strategy allows him to better pinpoint interests, buying patterns, and demographic characteristics of these different customers.

Mr. Abedrabbo has years of experience selling and servicing automobiles.

Besides being a successful entrepreneur, Mr. Abedrabbo is committed to giving back to community by often allowing charitable events at his dealership and providing free transportation resource for delivery to Rockford's needy.

**New Product.** The Business will focus on Luxury and Sport Cars which has the following characteristics:

Automobiles that provide increased levels of comfort, equipment, amenities, quality, performance, and status relative to regular cars for an increased price. Luxury automobiles are expensive than comparable automobiles. Because they tend to attract buyers who have money regardless of economic circumstances, the luxury automobile industry tends to hold up well during recessions.

### **II. BUSINESS SUMMARY**

The business is a concept extension of an existing auto dealership, providing clients with Luxury and Sport Cars.



**Industry Overview.** The Auto Dealership industry in the United States, for 2020, is currently forecasted to generate \$8.6B in annual sales.

**Location.** The new location will be taking over a previous Enterprise automobile rental location. This site is on a busy major street within Rockford and will have all the amenities of a dealership that caters to luxury automobile buyers.

### **III. MARKETING SUMMARY**

**Target Markets.** The main target markets for the business include:

The luxury car segment targets customers who are interested in displaying their ostensibly higher social status by purchasing vehicles that are conspicuously more expensive and of higher quality.

This market also includes individuals that are looking for a more comfortable riding automobile.

The luxury car segment currently makes up about five percent of the U.S. car market.

**Services.** The Business intends to provide exceptional, personalized service, which will be the crucial factor in building and protecting the Business's brand within the community. The Business intends to handle customer concerns and issues with a customer-focus with the intent of providing timely resolution and preventing the loss of customers.

Business will offer after-market automotive repair services to customers who purchase their automobiles through the dealership. This service offering will not be open to the general public, only to those who purchase their automobiles through the dealership.

### **IV. STRATEGY AND IMPLEMENTATION SUMMARY**

The Business plans the following tactics as part of its path to success:

**1. Good selection of inventory:** Offering a healthy cross-section of vehicles in this market. Cars will be clean and well-displayed, inside the showroom and outside on the lot.

**2. Knowledgeable staff:** Salespeople, service advisers and business managers interact with customers will possess excellent communication skills and a high degree of product knowledge.

**3. Language and culture:** Business will be able to converse in more than one language

which is an advantage in our multi-ethnic community.

**4. Online presence:** Car shoppers now spend more than 18 hours online researching their purchase. Business will create a vibrant online presence through web site and social media.

**5. Reputation:** Business has a common ownership that also has a auto sales location in Rockford. Owner is well regarded in the community in helping customers to meeting their automotive needs and consistently adding value to the experience.

**6. Modern facility:** Business plans on investing resources in bringing the new dealership location up to a standard of a luxury automobile sales and service center. This customer segments requires a level of sophistication and cleanliness that surpasses the standard auto dealership.

**7. A customer-focused culture:** From the receptionist and the technician to the salesperson and the parts manager, everyone needs to be working from the same playbook to create a positive customer experience. Customers can sense when they matter, and when they don't. They will do business where they feel important.

**8. Location:** The anticipated location inside the City of Rockford is on a main roadway.

## **V. LEGAL ISSUES**

The Business plans to comply with all licensing and obtain all permits required under federal, state and local statues.



Please note that calls are subject to change as Calls for Service are submitted. Offenses represent the initial call; not the verified offense.

## City of Rockford Police Department Calls for Service For 9/3/2018 to 9/3/2020



CFS Number	CFSDate	Time	Reported Offense (Non-Verified)	Location
18-136764	10/31/2018	13:32	7977 Central Reporting Unit - DPR	5643 E STATE ST; STE1
19-016051	02/10/2019	10:56	7223 Building check (requested or officer initiated)	5643 E STATE ST; STE1
19-036591	04/01/2019	16:31	7977 Central Reporting Unit - DPR	5643 E STATE ST
19-036845	04/02/2019	9:08	7977 Central Reporting Unit - DPR	5643 E STATE ST
19-059854	05/25/2019	14:57	7314 Alarm (burglary/robbery)	5643 E STATE ST
19-061139	05/28/2019	13:27	7977 Central Reporting Unit - DPR	5643 E STATE ST
19-063350	06/02/2019	4:54	7314 Alarm (burglary/robbery)	5643 E STATE ST
19-084707	07/17/2019	13:20	7969 Recover Stolen Vehicle	5643 E STATE ST
19-088882	07/26/2019	11:44	7980 911 Information	5643 E STATE ST; STE1
19-117918	09/29/2019	21:09	7160 Service to other agency- Other agency	5643 E STATE ST; STE1
19-127171	10/21/2019	16:54	7977 Central Reporting Unit - DPR	5643 E STATE ST
19-137268	11/15/2019	21:53	7252 Check for well-being	5643 E STATE ST
20-027766	03/12/2020	16:07	8008 FOUND JUVENILE	5643 E STATE ST; STE1

13

Data obtained from NetRMS.  
Produced: 9/4/2020 8:42:00AM

Please note that the Call for Service is specified for a property. Location is not specific to any person, place, or event. Call for service location is tied to the location to where the call was received.

Exhibit F  
5643 East State Street  
SUP  
#020-20

REVISED

**TWINS AUTO SALES INC  
Dba: GOLDEN GALLERY**

**BUSINESS PLAN  
AUGUST 2020**

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**Business Description.** The Business is to be organized as a S-Corporation formed and authorized under the laws of the State of Illinois, and will be led by Kamal Abedrabbo, who will serve as Owner.

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## **V. Employee Head Count**

The business will create four full-time new hire employees. This will include 2 sales persons, 1 general manager and 1 mechanic/service support specialist.

Compensation for the sales persons will be in line with existing practices within this industry which includes a base draw with commissions.

Compensation for the general manager will be between \$55,000 and \$70,000.

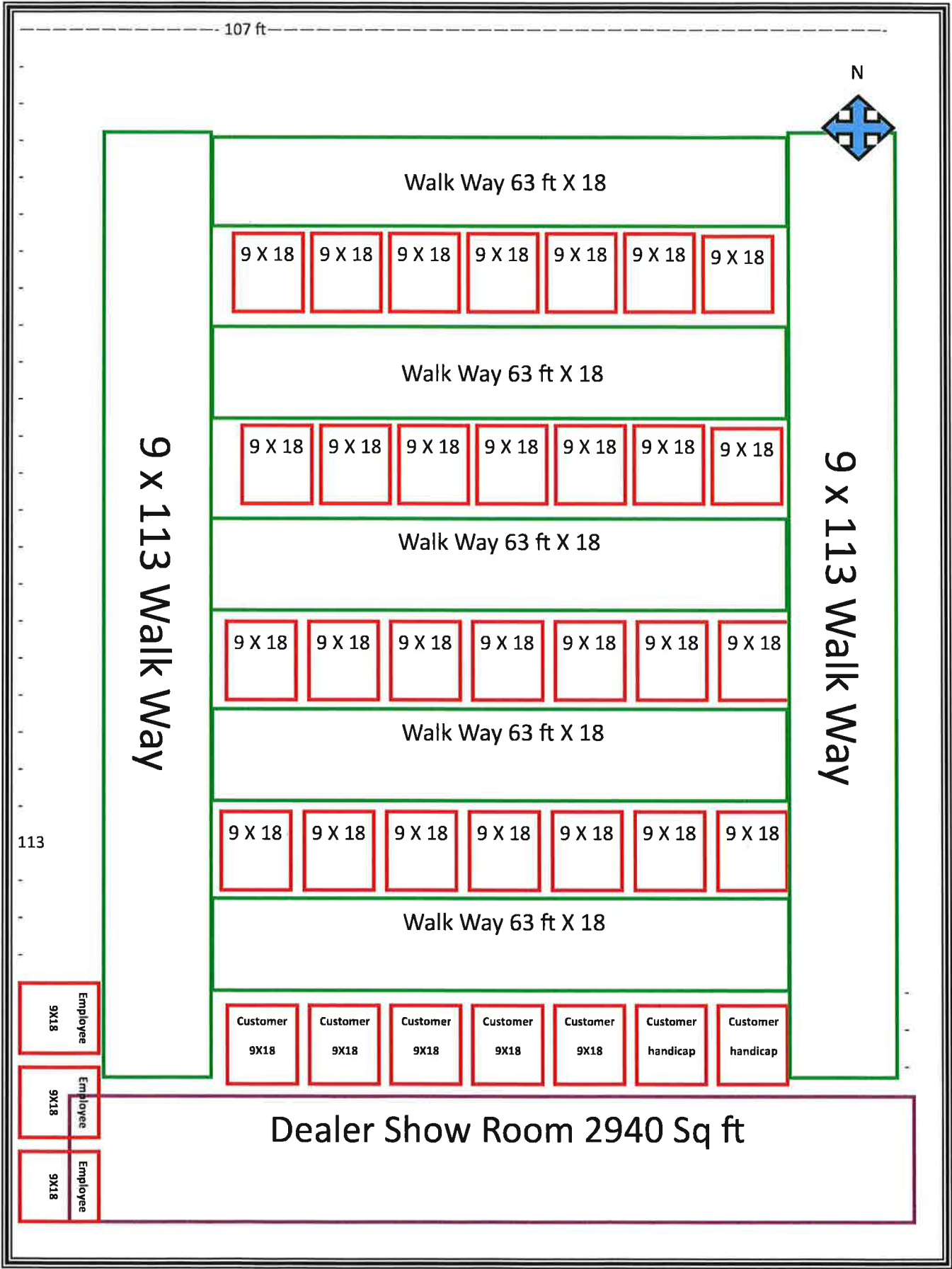
Compensation for the mechanic/service support specialist will be approximately \$45,000 depending on experience but can increase if supported by strong experience in this industry.

Additional employees will be added as the business grows.



## **VI. LEGAL ISSUES**

The Business plans to comply with all licensing and obtain all permits required under federal, state and local statutes.



REVISED